

SSM NATIONAL CONFERENCE 2025

19 & 20 August 2025
Kuala Lumpur Convention Centre, Malaysia

LEADING GOVERNANCE FOR SUSTAINABLE GROWTH



PHYSICAL

Fee: **RM1,500.00**

20 CPE Points

Note: All Registrations are on first come first serve basis

VIRTUAL

Fee: **RM700.00**

14 CPE Points



HYBRID CONFERENCE

Join Us
In-Person or Virtual

**Terms & Conditions Apply*



DELEGATE REGISTRATION
www.ssm4u.com.my/ecomtrac

<https://ssmconference.ssm.com.my>

CONFERENCE HELP DESK & EXHIBITION OPPORTUNITIES

+603 2299 5200
comtrac@ssm.com.my
+603 2299 5335
Monday - Friday, 9.00am - 5.00pm



SSMOFFICIALPAGE
www.ssm.com.my

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The 14th SSM National Conference, themed "Leading Governance for Sustainable Growth," aligns with Malaysia's ASEAN Chairmanship 2025, highlighting governance as a strategic advantage and the importance of leadership in driving sustainable business growth across ASEAN and globally.
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As global expectations shift toward responsible business practices, governance has become a cornerstone of sustainable success. Designed for company directors and company secretaries, the Conference will explore how robust governance can drive long-term value, resilience, enhance corporate reputation, and future-proof organizations.

This year's agenda features cutting-edge topics including **megatrends shaping sustainable business, ASEAN's rise as a geopolitical and economic force, and cross-border insolvency challenges.** Participants will gain insights into **SSM's latest enforcement updates,**

corporate governance as a competitive edge, and the future of boardroom architecture. With sessions on **AI-driven innovation, mental resilience for leaders, and crisis leadership,** this conference offers a holistic view of governance in a complex world.

Our presenters include a distinguished group of speakers, moderators, and panellists who bring diverse perspectives, deep expertise, and dynamic dialogue to the conference. Each presenter plays a vital role in shaping conversations, sharing insights, and engaging with the audience to explore the most pressing issues and opportunities in our field.

WHO SHOULD ATTEND

Company directors, company secretaries, accountants, auditors, lawyers, compliance managers, regulators, law enforcers, risk managers, educators and anyone who wishes to learn more about leading governance for sustainable growth.



**Seats are Filling Fast-
Secure Yours Today!**
Register now and join us to lead the change.



LEADING GOVERNANCE FOR SUSTAINABLE GROWTH

19 AUGUST 2025, TUESDAY

DAY 1

09.00 am		➤ Welcome to SSMNC2025
09.05 am		Plenary 1 Megatrends for a Sustainable Business Future ➤ What are the global forces that are reshaping how companies operate and create value responsibly? How these trends are key to managing risks, aligning with stakeholder expectations, and ensuring long-term success in a rapidly changing business environment?
09.45 am		➤ Conference Opening Ceremony
10.35 am		➤ Tea Break & Networking
11.15 am		Plenary 2 The Rise of ASEAN: A Geopolitical and Economic Powerhouse in the Global Arena ASEAN is rapidly gaining global prominence as a dynamic region of economic growth and strategic influence. ASEAN is on track to become the world's fourth-largest economy by 2030. What should ASEAN do to rise as a geopolitical and economic powerhouse in global arena? This knowledge empowers corporate directors to lead with agility, expand influence, and position their organizations for long-term success in the ASEAN region.
12.00 pm		Plenary 3 Forum Doing Business in ASEAN: Growth, Opportunities and Challenges As one of the world's most dynamic and diverse economic blocs, ASEAN offers a compelling landscape for growth, innovation, and strategic expansion. This session explores ASEAN's ongoing economic integration, the vast opportunities it presents, and the practical considerations for businesses aiming to enter or expand within the region. Understanding the region's regulatory frameworks, cultural nuances, and market trends is essential for business leaders seeking success in emerging markets. This session is vital for those looking to craft effective entry strategies and build sustainable operations across ASEAN's ten member states.
01.00 pm		➤ Lunch Break & Networking
02.00 pm		Plenary 4 Forum Evolving Roles of ASEAN Corporate Registrars ➤ Corporate registrars play strategic roles in shaping governance standards, promoting transparency, digital compliance, and cross-border business efficiency. Understanding this evolution is crucial as it helps corporate players stay ahead of regulatory changes, leverage digital platforms for faster compliance, and align their governance practices with regional expectations.
03.00 pm		Plenary 5 ASEAN Unique Business Identification Numbers (UBIN) ➤ ASEAN is working on establishing a regionally comparable and recognised Unique Business Identification Number (UBIN) for businesses in ASEAN members states and the region. This overarching goal is driven by the need to create a solid foundation for a robust digital economy, facilitating cross-border digital trade, and aligning with the ASEAN Digital Economy Framework Agreement (DEFA) particularly on digital ID and authentication provision.
03.30 pm		Plenary 6 Forum Cross-Border Insolvency ➤ This session explores Malaysia's move to adopt the UNCITRAL Model Law on Cross-Border Insolvency, marking a significant step toward harmonizing its insolvency framework with global standards. Discover the law's anticipated impact on debt recovery and corporate restructuring, enhanced cooperation across jurisdictions, and benefits for stakeholders in cross-border proceedings. Delegates will gain insights into navigating the current framework and preparing for upcoming reforms.
04.30 pm		➤ Tea Break & Networking
05.00 pm		➤ End of Day 1 SSMNC2025

Disclaimer: The Conference Organiser reserves the right to amend the programme and speaker line-up without prior notice to delegates and in the best interest of the conference.

LEADING GOVERNANCE FOR SUSTAINABLE GROWTH

20 AUGUST 2025, WEDNESDAY DAY 2

09.00 am		Plenary 7 Forum SSM Enforcement Watch 2025: What's New? By sharing updates and insights from Enforcement Pillar, stakeholders can better understand SSM's strong commitment to tackling fraud, corruption, and non-compliance. Stakeholders will gain insights into enforcement mechanisms and regulatory trends. Understanding these developments is crucial for assessing business risks and opportunities in Malaysia's evolving corporate landscape.
10.00 am		Plenary 8 Forum SSM Talks
11.00 am		Tea Break & Networking
11.30 am		Plenary 9 Fireside Chat The Calm in the Storm. Leadership During Crisis. In this compelling session, the speaker will share his frontline experience and leadership principles that guided Malaysia through one of its most challenging public health crises. Learn how to remain composed under pressure, communicate with clarity, and lead teams with empathy and resilience. Drawing from real-world experience, this session offers practical insights to empower leaders to lead effectively in tough times. A must-attend for anyone seeking to lead with confidence in challenging times.
12.15 am		Plenary 10 Fireside Chat From Podium to Boardroom: Mental Resilience for Leaders Join Dato' Azizulhasni Awang, Malaysia's celebrated Olympic medalist and world champion cyclist, as he shares powerful lessons in mental resilience drawn from his journey to the top of international sport. Known as "The Pocket Rocketman," Azizulhasni's compelling personal stories of overcoming adversity offer valuable insights for business leaders facing high-stakes challenges. This session explores strategies for building mental strength, managing stress, and staying focused - skills that are as critical in the boardroom as they are on the track. Discover how elite athletic mindset techniques can be directly applied to leadership and organizational success.
01.15 pm		Lunch & Networking
02.15 pm		Plenary 11 Forum Corporate Governance as Competitive Differentiator for Sustainable Growth What are Boardroom priorities in 2025?. This session explores whether strong governance still offers a competitive edge – or if it has become a baseline requirement in today's business environment. Join us for a candid conversation with industry leaders on how governance is adapting to meet the moment.
03.00 pm		Plenary 12 Forum Rethinking the Future of Boardroom Architecture & Human Capital of the Future In today's fast-evolving business landscape, rethinking boardroom architecture and the future of human capital is no longer optional—it's essential. This session will explore how modern, tech-enabled boardrooms can boost collaboration and agility, while boards take a more active role in managing talent challenges like skills gaps, diversity, and AI integration. Whether you're a board member or executive, join us to gain fresh insights and practical strategies to future-proof your organization's leadership and workforce.
03.45 pm		Plenary 13 Fireside Chat AI x Innovation. Enhancing Value Creation and Competitiveness Uncover how AI-driven innovation is transforming industries and redefining competitive advantage. In this visionary session, Malaysia's first tech billionaire shares real-world strategies on leveraging AI, mathematics, and digital transformation to drive smarter decisions, operational excellence, and sustainable growth. This session is a must for leaders looking to future-proof their organizations and harness the transformative power of AI in today's rapidly evolving digital economy.
04.30 pm		Tea Break & Networking
05.00 pm		The End of SSMNC2025

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02 July 2025

How to Register for SSMNC2025

Strictly via online registration at

<https://www.ssm4u.com.my/ecomtrac>



NEW USER (First Time Login)	EXISTING USER
<ul style="list-style-type: none"> ▶ Click on SIGN UP ▶ Key in REGISTRATION INFORMATION ▶ Click on REGISTER ▶ Key in USERNAME and PASSWORD 	<ul style="list-style-type: none"> ▶ Key in Registered Email Address and PASSWORD ▶ Click on SIGN IN
<p>On SSM4U Main Page, select e-COMTRAC. ▶ Click on VIEW DETAILS</p> <p>▶ Search training name 'CONFERENCE' ▶ Select date 19 August 2025 to 20 August 2025</p> <p>▶ Click either [KUALA LUMPUR] SSM NATIONAL CONFERENCE 2025 or [VIRTUAL] SSM NATIONAL CONFERENCE 2025</p>	
Physical Conference @ KLCC	Virtual Conference
<p>[KUALA LUMPUR] SSM NATIONAL CONFERENCE 2025</p> <p>CP-100/25/SSMNC/KLCC</p> <p>Fee: RM1,500.00</p> <p>CPE Point: 20 Point</p> <p>Venue: Kuala Lumpur Convention Centre</p>	<p>[VIRTUAL] SSM NATIONAL CONFERENCE 2025</p> <p>CP-100/25/SSMNC/WEB</p> <p>Fee: RM700.00</p> <p>CPE Point: 14 Point</p> <p>Platform: Virtual</p>
<p>Check AVAILABLE SEAT ▶ Click on ADD PARTICIPANT ▶ Key in participant's information ▶ Click on SUBMIT</p> <p>▶ Check participant's details ▶ Click on SUBMIT PAYMENT</p>	
<p><small>Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed. Full payment shall be made at the point of registration. Access to the conference Physical or Virtual shall be granted only upon full payment.</small></p>	

Note: Click here for User Manual E-COMTRAC SSM4U

	PHYSICAL DELEGATES	VIRTUAL DELEGATES
CONFERENCE ACCESS PASS	<ul style="list-style-type: none"> • A confirmation e-mail will be issued to registered delegates at least two working days before the conference. • Delegates will be given the conference tag during registration. • Delegates are required to wear the conference tag at all times during the two (2) days conference. • Only delegates with the conference tag will be allowed into the conference halls, exhibition area and lunch hall. 	<ul style="list-style-type: none"> • The access link will be emailed at least two (2) days before the commencement of the conference. • The access link will be issued to delegates with full payment or confirmed registration. • The access link is unique and shall not be forwarded/shared with others.
VERIFICATION OF ATTENDANCE	<ul style="list-style-type: none"> • All delegates are required to present a photo identification (NRIC or driving license) at the registration desk prior to the issuance of the conference tag. • Admission may be denied upon failure to present photo identification. 	<ul style="list-style-type: none"> • Attendance will be recorded based on delegates online duration in the platform from 9:00am – 5:00pm on both conference days.
ATTENDANCE	<ul style="list-style-type: none"> • Physical conference delegates are required to attend the conference in person at the venue i.e Kuala Lumpur Convention Center, Kuala Lumpur City Centre, 50088 Kuala Lumpur. • Access to the virtual platform WILL NOT be given to physical conference delegates under any circumstances. 	<ul style="list-style-type: none"> • Virtual delegates must attend the conference session virtually. • Virtual delegates are PROHIBITED from attending the physical conference at any point of time.
CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS	<ul style="list-style-type: none"> • Physical delegates of SSMNC2025 will be entitled to 20 CPE points. 	<ul style="list-style-type: none"> • Virtual delegates of SSMNC2025 will be entitled to 14 CPE Credit points.
	<ul style="list-style-type: none"> • Delegates can download the e-Certificate of Attendance from e-COMTRAC platform upon full attendance of the conference and payment is received. Certificate will be available for download in seven (7) working days after the conference. Please take note that the certificate is available for download up to 30 days only. An administrative fee may be charged for download after the 30th day. SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by delegate / representative during registration or loss of certificate, etc. • Partial attendance does not qualify for partial CPE points. • Listening to pre-recorded webinar and/or reading from past webinar e-material shall not qualify as structured CPE points. 	

TERMS AND CONDITIONS FOR SSM CONFERENCE 2025

Conference Fee

- Fee is payable to SURUHANJAYA SYARIKAT MALAYSIA.
- Admittance to the conference shall be granted only upon registration and full payment is received.

Payment Mode

- Registration and payment for the conference MUST be made through online at www.ssm4u.com.my/ecomtrac. Upon submitting the registration application, delegates are deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

A delegate is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.

Cancellation / Absent

- No refund will be given to delegates who failed to attend the conference.
- Replacing registered delegates is not allowed.

Transfer

- Transfer of registration fee to another training programme is not allowed.
- Transfer of registration from physical SSMNC to virtual SSMNC or vice versa is not allowed.

Personal Data Protection Notice

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be

used and processed by COMTRAC/SSM as a reference in future to communicate with you on our conference. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at comtrac@ssm.com.my.

Copyrights

The materials of the conference are solely for delegates' personal use. No part of these materials may be stored, reproduced or transmitted in any form or by any means, including photocopying, e-mailing and recording, without the written permission of the author or SSM. Information contained in these documents is understood to be correct at the time of writing. The assessments and views expressed in these materials shall be treated/regarded purely for public information and discussion and it does not constitute formal advice. The views provided are for general information to provide better clarity and understanding of the subject matter. It should not be relied upon as an alternative to specific legal advice from your lawyer or other professional service provider. If you have any specific issues and/ or questions about any legal matter, you should consult your lawyer or other professional service provider. In no event shall the SSM be liable for any damages, whether in an action of contract, negligence or other tort, arising from the contents in these materials.

Exclusion of Liability

The speaker(s) or trainer(s) is independent and shall not represent SSM, act as its agent or otherwise represent that their personal views are endorsed by SSM. The assessments and views expressed during the conference are entirely the speakers'/trainers'

own. SSM shall not be liable for whatever circumstances arising from any engagement between the speaker(s) and the conference delegates.

Human Resources Development Corporation

SSM is registered as a training provider with HRD Corp under GOV1000117857. All trainings are claimable under SBL Scheme subject to HRD Corp approval. Delegate's employer needs to apply for grant at least one day before the commencement of training.

Disclaimer

SSM reserves the right to cancel the conference, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to delegates. SSM also reserves the right to make alternative arrangements without prior notice. SSM accepts no responsibility for death, illness, injury, loss or damage of any property belonging to, or financial loss by any persons attending the conference, whatever the cause. SSM shall not be responsible for any costs, damages or losses incurred by delegates due to the changes and / or cancellation. SSM is not responsible for the integrity of delegates' computer or device, your internet signal bandwidth, or any other consideration outside of the control of SSM.

SSM shall not be responsible for any problems or technical malfunction, including, without limitation, the acts, omissions, problems or malfunctions of any telephone network or lines, computer online systems, servers, computer equipment, software, failure of e-mail, traffic congestion on the internet or at any web or combination thereof.

All information contained in the brochure is correct and accurate at the time of publication.